

**A REGULAR MEETING OF  
THE TOWN COUNCIL  
OF THE TOWN OF LURAY, PAGE COUNTY, VIRGINIA**

**MONDAY, APRIL 10, 2017**

The Luray Town Council met in regular session on Monday, April 10, 2017 at 7:00 p.m. in the Luray Town Council Chambers located at 45 East Main Street, Luray, Virginia at which time there were present the following:

**Presiding:** Mayor Barry Presgraves

**Council Present:** Ronald Vickers  
Jerry Dofflemyer  
Jerry Schiro  
Leroy Lancaster  
Joseph Sours  
Leah Pence

**Also Present:**

Charlie Hoke, Town Manager  
Jason Botkins, Town Attorney  
Mary Broyles, Treasurer  
Danielle Babb, Deputy Clerk Treasurer  
Chief Carl "Bow" Cook, Luray Police Department  
Nancy Shifflett, Luray Downtown Initiative  
Meredith Dees, Luray Downtown Initiative  
Dixie Tate, Page News and Courier  
Barbie Stombock, Luray Downtown Initiative  
Bill Huffman, Luray Downtown Initiative  
Gina Hilliard, Luray Page County Chamber of Commerce  
Mike Uram, Stanley Town Council

A quorum being present, Mayor Barry Presgraves declared the Council to be in session for the transaction of business. All present stood for a moment of silence. Councilman Sours led everyone in reciting the United States Pledge of Allegiance.

**CONSENT AGENDA**

**Motion:** Councilman Schiro motioned to approve the Consent Agenda, motion seconded by Councilman Lancaster with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0**

***Consent Agenda***

- (A) Minutes of the Regular Council Meeting –3-13-2017
- (B) Minutes of a Special Council Meeting- 3-16-2017
- (C) Minutes of a Special Council Meeting- 3-28-2017
- (D) Minutes of the Council Work Session- 3-28-2017

- (E) Financial Report- Month Ending 3-31-2017
- (F) Accounts payable checks totaling \$ 162,121.70

## **TOWN AFFILIATED BOARDS AND COMMISSIONS**

### **LURAY DOWNTOWN INITIATIVE**

#### **Meredith Dees, Luray Downtown Initiative**

Ms. Meredith Dees provided a power point presentation detailing part two of the “What’s Happening at LDI” presentation. Ms. Dees said that LDI has come up with two main transformation strategies; *Transform Downtown Luray into a dynamic destination to walk, shop, eat and enjoy entertainment year round, and Foster a shared environment of growth, communication and service for our current and future business owners, professionals, and arts industry.* Ms. Dees went on to discuss the first strategy which is to bring people downtown all year long. Those new projects include; Restaurant Week, updated Virginia Main Street Signage, a Downtown Ambassadors Program, and the Tailgate 2.0 event. Ms. Dees discussed the Restaurant Week concept which would incorporate a weeklong special event for local restaurants to increase patronage. She explained the Downtown Ambassador program which will encourage local tourist attraction employees to tour downtown Luray in order for these employees to gain more knowledge about downtown attractions. Ms. Dees also noted plans to revitalize the tailgate event for this year. The second strategy involves serving the downtown merchants. Ms. Dees discussed upgraded communication with downtown merchants, downtown swag bags, downtown dollars, and a downtown inventory and business guide. The Downtown Inventory Guide was outlined in the Vision Luray Task Force as a key component to downtown revitalization. This concept would also incorporate a business “How-To” kit. Councilwoman Pence suggested a business mentor program for those wishing to start up a new business downtown. Ms. Dees said that the downtown swag bags and downtown dollars (a \$5 gift card) would be provided to guests at local conferences or meetings. The bags would include information for guests and a gift certificate program. LDI will reimburse the business for downtown dollars spent in their business with a program wide cap of \$500.

Councilman Schiro asked about components of the Vision Task Force, he noted that he sees some components but not a lot of them. He emphasized that a lot of people spent a great deal of time on this task force and questioned if LDI sees this as a priority. He added that the task force goals were shared between the town and LDI. Ms. Dees said that she has reviewed this document and sees it as a priority. She feels the document may need an update and does not want to lose sight of these goals. Councilman Schiro said that this was a directive to the Town Council from the local merchants. He said that many of these plans get shelved and passed by... and what is the point of spending all this time on these plans if nothing comes of it. Mr. Schiro said that many meetings were held and with key stakeholders. Ms. Dees mentioned getting the interested parties back together. Mr. Schiro said that the parties lose interest if nothing comes of the plans. Councilwoman Pence recognized a few of the components of the plan that are on LDI’s list of strategies. Councilwoman Shifflett noted that plans for vacant properties are not forgotten and that LDI plans to work with SBDC on this. Ms. Barbie Stombock stated that the LDI Board incorporated as much of the task force plan as they felt was attainable. Ms. Stombock also felt that the discontinuation of the task force is a problem. She said that the plan was finished and thus the group disbanded, hence the loss of momentum. She said that the items included in this evening’s presentation are not the only items that LDI intends to complete, they are the items that can be completed right now. Councilman Schiro said that no members of the task force envisioned it continuing and that the task force was put together at the merchant’s request. Ms. Stombock said that she feels the problem is that there is no accountability. Councilman Schiro felt all members are accountable for the progress. Councilwoman Pence asked how

Councilman Schiro envisions the group coming back together. Councilman Schiro felt that all parties have a responsibility and that the task force was a short term group. Mr. Schiro said that the task force arose out of request from the Opportunity Luray group and that he doesn't see many of these tasks included in LDI's plan. Councilwoman Pence felt the problem was in reporting and she feels that Opportunity Luray has completed their responsibilities. Ms. Stombeck said that the request was for the town to develop a strategic plan, but that the Town is not managing the plan. She explained that a group needs to monitor this plan and that it needs to continue. Councilman Schiro said that when the task force was formed the key stakeholders were brought together; which included Council Members and business owners. He noted that the Town does have a responsibility but there are other responsibilities as well. Town Manager, Charlie Hoke, said that the town did adopt the strategic plan and identified that the town has accomplished its assigned tasks. Councilman Schiro said that he thinks Ms. Dees is doing a great job and so is LDI, he is just concerned about the effort put into this plan. Ms. Dees suggested a progress meeting of those stakeholders. Mr. Bill Huffman noted that LDI does discuss the plan at its meetings and focus on these items, however they have chosen only a few items of a lengthy list that can reasonably be completed. Councilman Dofflemyer noted the recent downtown fashion show and great reviews from this event. Councilman Sours asked about the transition from the task force to LDI. Council members discussed the assumption that each of the entities involved would be responsible to self-regulate. Ms. Dees said that she would incorporate these items in her monthly updates. Councilman Dofflemyer asked Ms. Hilliard about the Chamber's responsibilities. Ms. Hilliard said that they too are slowly working on items, some more attainable than others.

Ms. Dees went on to review the cumulative program statistics. She noted the ratios of local funding, grants, and fundraising over the past five years and added that the past three years display growth and stability. Ms. Dees emphasized that the ratio of budget to investment is approximately \$11, with an average among Virginia Main Street Communities of \$12. She noted since 2004 about 26,138 hours have been contributed in volunteer labor by the LDI board. Ms. Dees reviewed the proposed FY2017-2018 LDI budget and noted a budget increase of \$10,000. She reviewed the areas of the budget that have both increased and decreased over last year.

Ms. Pence discussed concerns over the amount spent on fundraising and the return on the fundraising event. Ms. Pence also discussed the focus of the fundraising event and if the event is bringing people to the downtown area. For example, the Chicken Chow-Down is not being held downtown and it is not aligning with LDI's goals; in the event that it doesn't generate revenue it also isn't achieving their mission. Ms. Dees agreed that this is an important consideration and that this is one reason the board has heavily looked at the tailgate event. Ms. Nancy Shifflett stated that the downtown area does not possess a venue that can hold this type of event but many other events are held throughout the year that do bring folks downtown. Ms. Shifflett said that Halloween on Main Street, Christmas Tree Lighting, and others events are all focused on the downtown area. Ms. Shifflett said that she is thankful to have some fundraising revenue rather than none. She said that the important thing is that LDI is not losing money and that she looks forward to more events downtown.

Ms. Dees continued her discussion of the FY2018 LDI budget. She said that the Luray Downtown Initiative respectfully requests \$35,000 from the Town of Luray for the upcoming 2017-2018 fiscal year to continue the efforts outlined this evening in downtown revitalization. Ms. Dees stated that LDI's passion for making an impact on Main Street is as strong today as it began thirteen years ago. LDI has strived to maintain the town's National Main Street accreditation annually; maintaining this mark of distinction for the town.

Mr. Hoke said that \$30,000 has been allotted in the town's proposed budget; however, if directed by Council, staff will revise the budget for the additional \$5,000.

**Motion:** Councilman Schiro motioned to approve the contribution for FY2017-2018 for LDI of \$35,000, motion seconded by Councilman Vickers with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0**

## Gina Hilliard, Luray Page County Chamber of Commerce

Ms. Hilliard said that the Chamber has decorated one window at the Brown's building per LDI's window decorating concept. She advised Council and Staff that the Chamber has been awarded for the 7<sup>th</sup> year in a row, the VTC Grant. Ms. Hilliard noted that the *Guide to Page County* came out in January via the Page News and Courier. Member outreach efforts continue with the improvements to the Business Networking Breakfast, FAM tours, Open House events, etc. She added that Chamber staff will tour the Luray Zoo and the Hawksbill Brewery this week. Since her last report, the Chamber has attended various open house events, ribbon cuttings, and forums. Chamber staff also attended the groundbreaking event for the Kibler Library and the Blue Ridge Heritage Project. Ms. Hilliard noted that the Chamber has received 18 new memberships, bringing the total members to 397. She is hopeful that the number will soon reach over 400 memberships. Upcoming events include Movie Nights to be held in Shenandoah, Stanley, and Luray over the summer months. Other events held, included the 7<sup>th</sup> annual Cabin Capital Forum and 6<sup>th</sup> Wedding Forum. Business After Hours will continue as well as the Business Networking Breakfast, Tourism Tuesday radio spot, and the Sip and Create events. Several anniversary ribbon cutting events were held recently also. Ms. Hilliard noted several upcoming ribbon cutting events and told Council that invitations were to follow. Also, the Spring Community Yard Sale is coming up on Saturday, April 22<sup>nd</sup>.

Council members discussed the new electric car charging station at the Chamber.

## UPDATES AND DISCUSSION ITEMS

### **PARKS AND RECREATION DONATION POLICY**

Town Manager, Charlie Hoke, stated that members have reviewed the donation policy and some corrections have been made as recommended by Council. The latest version of the policy was also edited by the Town Attorney and is before Council for consideration at this time. Councilman Schiro inquired if members are approving the Policy and/or the Maintenance Agreement. Mr. Hoke said that the Maintenance Agreement will be held by staff and that the recommendations for donations will go before the Recreation Staff, Tree & Beautification Committee, and Greenway Foundation. They will review the nature of the donation and if recommended those items will come before Council for consideration and approval. Councilman Schiro inquired if all donations will need to complete the maintenance form and at whose discretion. Mr. Hoke said this will be applied across the board for maintenance responsibilities of the donor and the town.

**Motion:** Councilman Schiro motioned to approve the Parks and Recreation Donation Policy and the Maintenance Agreement as amended, seconded by Councilman Dofflemyer with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0**

### **RENTAL HOUSE AT RECREATION PARK**

Mr. Hoke updated Council members on the rental house at the recreation park. He said that the property is a part of the R.H. Dean Recreation Park and it cannot be parceled separately for sale. Mr. Hoke stated that there are three options for consideration; abandon the property in place, demolish the home for an estimate of \$11,260, or renovate the property for the estimate of \$64,826 to bring the home back into rental condition. Members discussed asbestos removal, the condition of the home, and various uses for the property. Councilman Dofflemyer said that he does not want to see the structure torn down, but recognizes that the town does not want to be in the rental business either. Mr. Hoke discussed the unique nature of the property and the location. Councilman Sours discussed the rental revenue compared with the town's investment to bring the property back into condition. He felt the property posed a liability for the town. Ms. Pence agreed that she

hates to see the home torn down but fears that there may be a future need or use for the property. Councilman Vickers agreed with Councilwoman Pence that he would like to see the town hold on to the property and see what potential uses may be needed in the future. Mr. Hoke said that Council could certainly hold onto the property and simply secure the locks, etc. for now.

**Motion:** Councilman Dofflemyer motioned to secure the rental house, continue maintaining the grounds, and leave the property as it is currently, motion seconded by Councilman Vickers with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Sours, Pence. ABSTAIN: Schiro, Lancaster. **Approved 4-0**

## **PERSONNEL MANUAL**

Mr. Hoke advised members that the manual has been edited to show the revisions made and why the changes were made. A copy was included in the weekly report and is also included in the packet for this evenings meeting. Mr. Hoke said that VML has reviewed the manual and their recommendations have been included. Suggestions from the Springsted Study have also been included, as well as Council action over the past few years. Councilman Schiro noted the Sick Leave payment at retirement and the change made in 2011. Treasurer Mary Broyles stated that this change was made under the previous Town Manager. Councilman Schiro also asked that "Retirement" be more clearly defined in the manual. He asked that the definition be clearer on the employee's eligibility for retirement under VRS standards as it pertains to sick leave payment at retirement. Mr. Hoke said he doesn't believe the manual defines this. Town Attorney, Jason Botkins, said that he has not been asked to review the document at this time but he can certainly bring back his recommendations if Council directs. Mr. Hoke explained that the manuals are distributed to each employee and they are responsible to sign off on the receipt of the manual. The signature page is kept on file for each employee. Councilman Schiro complimented the work on the manual. Mr. Hoke complimented administrative staff for their work.

## **ITEMS FOR COUNCIL ACTION**

### **LAW ENFORCEMENT SOFTWARE RESOLUTION**

Chief Cook presented the information on the Resolution to enter into a tax-exempt lease-to-own agreement. Chief Cook explained that the town's law enforcement had purchased the Da-Pro Software about eighteen years ago for police reporting requirements. The software was recently purchased by ID Networks which is too costly for the town. Recently, Chief Cook along with other law enforcement agencies, have been participating in seminars to search for other software options. Southern Solutions has been chosen for the department's new software and Chief Cook believes this is the best option for reporting. The Town Council will need to approve the resolution in order to enter into the lease agreement.

**Motion:** Councilman Schiro motioned to approve the law enforcement software resolution, motion seconded by Councilman Dofflemyer with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0**

## **EXECUTIVE SESSION**

### **Legal Matters, Section 2.2-3711.A.7.**

Mayor Presgraves requested a motion to adjourn into Executive Session for the purpose of discussing matters relevant to Section 2.2-3711.A.7.

**Motion:** Councilman Sours motioned to recess the regular session and to convene in executive session; Councilman Schiro seconded the motion with the following members voting YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0**

**Motion:** Councilman Vickers motioned to adjourn the closed session and to reconvene in open session; Councilman Sours seconded the motion with the following members voting YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0**

Mayor Presgraves asked members of Council to certify that to the best of their knowledge only matters covered under Section 2.2-3711.A.7. were heard, discussed, or considered during the closed session. **The roll was called with all members certifying “Yes”.**

## **COUNCIL ACTION**

**Motion:** Councilman Schiro motioned to authorize the Town Attorney to proceed as directed regarding the litigation that was the subject of the Executive Session; Councilman Lancaster seconded the motion with the following members voting YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours. ABSTAIN: Pence. **Approved 5-0**

## **ADJOURN**

With no further business, the meeting was adjourned at 9:07pm.

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Barry Presgraves  
Mayor

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Danielle Babb  
Deputy Clerk-Treasurer